

REP HEADLINE# 6187339 TRF# 321578  
\$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$

REP: TEL# 215-564-1206 FAX# 215 564 1103  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP AUG8/12 13.18  
\*\*\* WPXI-TV \*\*\*

ADV # 13937 ADV. NAME ISS/NRCC-IE REP. # OFF. # 18 SALESMAN #

AGY # 02711 AGY. NAME NAT'L MEDIA RESEARCH PLANNING PLAC BUYER NAME BEN ANGLE

815 SLATERS LANE SALES PRSN WA- CHERYL BLAIR

ALEXANDRIA, VA 22314

ORDER # CONTRACT # 6187339 CLASS: NATL. LOCAL REGIONAL

PRDCT NRCC 8/17 EST#2594 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES AUG17/12 AUG23/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG8/12 13.18

REP: TO NSM/NSA  
FR LINDSEY FOR CHERYL  
REVISED ORDER  
TTLS \$35,700  
PLEASE CONFIRM, THANKS!

STA:

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 155  
AGENCY PRODUCT CODE = 426  
AGENCY EST# = 2594

1	N		1100P-1135P	30		\$1,500.00	8/17	8/17	1		FRI	1
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PROGRAM : CHNL 11 NWS-11<  
CON COM1: CHNL 11 NWS-11

3	N		1200N-1230P	30		\$275.00	8/17	8/17	1		FRI	1
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PROGRAM : CH 11 NWS-NOON  
CON COM1: CH 11 NWS-NOON<

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HARRIS REPORT FROM REP

AUG8/12 13.18  
\*\*\*CHANGES\*\*\* \*\* WPXI-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
4	N		600A-700A PROGRAM : CH 11 NWS-6AM CON COM1: CH 11 NWS-6AM<	30		\$600.00	8/17	8/17	1		FRI	1
6	N		730P-800P PROGRAM : WHEEL-FORTNE< CON COM1: WHEEL-FORTNE	30		\$1,250.00	8/17	8/17	1		FRI	1
7	N		1100P-1135P PROGRAM : CHNL 11 NWS-11< CON COM1: CHNL 11 NWS-11	30		\$1,500.00	8/20	8/20	1		MON	1
9	N		600P-630P PROGRAM : CH 11 NWS-6PM CON COM1: CH 11 NWS-6PM<	30		\$750.00	8/20	8/20	1		MON	1
10	N		600A-700A PROGRAM : CH 11 NWS-6AM CON COM1: CH 11 NWS-6AM<	30		\$600.00	8/20	8/20	1		MON	1
12	N		730P-800P PROGRAM : WHEEL-FORTNE< CON COM1: WHEEL-FORTNE	30		\$1,250.00	8/20	8/20	1		MON	1
14	N		1100P-1135P PROGRAM : CHNL 11 NWS-11< CON COM1: CHNL 11 NWS-11	30		\$1,500.00	8/23	8/23	1		THU	1
16	N		600P-630P PROGRAM : CH 11 NWS-6PM CON COM1: CH 11 NWS-6PM<	30		\$750.00	8/23	8/23	1		THU	1
18	N		730P-800P PROGRAM : WHEEL-FORTNE< CON COM1: WHEEL-FORTNE	30		\$1,250.00	8/23	8/23	1		THU	1

FROM REP            AUG8/12 13.18  
\*\*CHANGES\*\*       \*\*\* WPXI-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
35	S		800P-1000P	30		\$2,000.00	8/21	8/21	0		TUE	0
PROGRAM : AGT ORD COM1 : AGT TIME CHG ORD COM2 : SPT IS BOOKED- THX JEN THIS IS A MAKE-GOOD FOR AUG21 ON LINE-19 FOR 2 SPOTS/WK												
20	N		1100P-1135P	30		\$1,500.00	8/21	8/21	1		TUE	1
PROGRAM : CHNL 11 NWS-11< CON COM1 : CHNL 11 NWS-11												
22	N		1200N-1230P	30		\$275.00	8/21	8/21	1		TUE	1
PROGRAM : CH 11 NWS-NOON CON COM1 : CH 11 NWS-NOON<												
23	N		600P-630P	30		\$750.00	8/21	8/21	1		TUE	1
PROGRAM : CH 11 NWS-6PM CON COM1 : CH 11 NWS-6PM<												
24	N		600A-700A	30		\$600.00	8/21	8/21	1		TUE	1
PROGRAM : CH 11 NWS-6AM CON COM1 : CH 11 NWS-6AM<												
26	N		730P-800P	30		\$1,250.00	8/21	8/21	1		TUE	1
PROGRAM : WHEEL-FORTNE< CON COM1 : WHEEL-FORTNE												
27	N		1100P-1135P	30		\$1,500.00	8/22	8/22	1		WED	1
PROGRAM : CHNL 11 NWS-11< CON COM1 : CHNL 11 NWS-11												
29	N		1200N-1230P	30		\$275.00	8/22	8/22	1		WED	1
PROGRAM : CH 11 NWS-NOON CON COM1 : CH 11 NWS-NOON<												
30	N		600P-630P	30		\$750.00	8/22	8/22	1		WED	1
PROGRAM : CH 11 NWS-6PM CON COM1 : CH 11 NWS-6PM<												

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31	N		600A-700A	30		\$600.00	8/22	8/22	1		WED	1
PROGRAM : CH 11 NWS-6AM CON COM1: CH 11 NWS-6AM<												
33	N		730P-800P	30		\$1,250.00	8/22	8/22	1		WED	1
PROGRAM : WHEEL-FORTNE< CON COM1: WHEEL-FORTNE												
34	S		900P-1000P	30		\$2,000.00	8/22	8/22	0		WED	0
PROGRAM : AGT CON COM1: AGT												
36	A		600P-630P	30		\$750.00	8/17	8/17	1		FRI	1
PROGRAM : CH 11 NWS-6PM CON COM1: CH 11 NWS-6PM												
37	A		800P-900P	30		\$1,000.00	8/17	8/17	1		FRI	1
PROGRAM : WHO DO YOU THINK? CON COM1: WHO DO YOU THINK?												
38	A		1200N-1230P	30		\$275.00	8/20	8/20	1		MON	1
PROGRAM : CH 11 NWS-NOON CON COM1: CH 11 NWS-NOON												
39	A		1130P-100A	30		\$900.00	8/18	8/18	1		SAT	1
PROGRAM : SAT NITE LIVE CON COM1: SAT NITE LIVE												
40	A		800A-1000A	30		\$275.00	8/19	8/19	1		SUN	1
PROGRAM : CH11 NWS SU AM CON COM1: CH11 NWS SU AM												
41	A		1200N-1230P	30		\$275.00	8/23	8/23	1		THU	1
PROGRAM : CH 11 NWS-NOON CON COM1: CH 11 NWS-NOON												

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AGT 8-9P

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42	A		1000P-1100P	30		\$2,000.00	8/21	8/21	2		TUE	2
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PROGRAM : AGT  
 CON COM1: AGT

AUG/12 35700.00

*Handwritten:* 428-8-100P

CONTRACT TOTAL 35700.00  
 TOTAL SPOTS 40

*Handwritten signature*

MARKET TOTALS \$144,900 WPXI 25% KDKA 34% WTAE 24% WPGH 17% CABL 0% WPCW 0% WPMY 0%  
 SVC- NSI  
 DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE